

BACKGROUNDER

AFTER-MARKET SUPPORT PART OF NINTENDO'S FORMULA FOR SUCCESS

- Loyalty to Nintendo Fed By Commitment To Player and Retailer Support -

In addition to its undisputed leadership in the home video market, Nintendo^R remains at the forefront with an unprecedented commitment to both player and product. From multi-faceted customer service programs to cross-promotions with other major marketers, Nintendo of America continues to earn and maintain consumer interest and loyalty.

"Added value is extremely important in the home video game industry," said Peter Main, vice president of marketing for Nintendo of America. "Nintendo offers a strong product line and backs it up with solid after-market support to both consumers and retailers," he explained.

At the heart of Nintendo's player support program is the game counselor and consumer service teams. More than 140 game counselors answer 51,000 calls, six days per week, providing insider game tips and game strategies.

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After-Market Support
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Meanwhile, more than 30 correspondents respond to 10,000 letters each week, from players requesting product information. About 90,000 callers dial Nintendo's 200 consumer service representatives -- 800/422-2602 -- each week, for answers to service questions and directions to their nearest Nintendo retailer.

Nintendo fans can also get weekly game tips and news on upcoming product releases from game play expert "Captain Nintendo," by calling 900/420-6100. Captain Nintendo "answers" about 5,900 calls per week.

As the definitive source of product information, **NINTENDO POWER**,TM a bi-monthly paid-subscription magazine, now has more than 1.8 million subscribers. The publication keeps consumers primed for new games by offering previews as well as maintaining interest through game tips, special contests and game play experiences.

Responding to increasing player demand for even more in-depth game knowledge, the July/August 1989 anniversary issue of **POWER** featured the first in a series of bonus game tips books. The detachable insert included more than thirty pages of expert game play advice. The first two-part series was devoted to "Super Mario Bros. 2,"TM with a second three-part series dedicated to "Dragon Warrior."TM

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Opportunities to build retail excitement also offer ways to add value to consumer purchases. The WORLD OF NINTENDO_{SM} merchandising system, for example, not only fully maximizes sales for participating retailers who offer Nintendo products and licensed items under one banner, but also fuels continued excitement for Nintendo hardware, software and accessories.

The 145-person Nintendo Merchandising Inc. field merchandising force sees to it that Nintendo's product is well-displayed and in plentiful supply. As these merchandisers visit each Nintendo retailer -- making 7,000 visits per month -- they use hand-held computers to check in-store inventory and monitor sell-through.

"A quality product line, bolstered by a solid dealer and player support program, equals success -- an equation that illustrates our continued loyalty to Nintendo customers and retailers," Main said.

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